



Publication office at Bartow, Florida. Executive and Editorial offices: 312-318 Wallace S. Bldg., Tampa, Florida. Entered as second class matter February 16th, 1920, at the post office at Tampa, Florida, under the act of March 3, 1879. Entered as second class matter June 19, 1933, at the post office at Bartow, Florida, under the act of March 3, 1879.

## Advertising Citrus Industry's Big Need, Lyons Asserts

Addressing himself to the citrus industry of Florida over a state-wide radio network originating at Station WDAE, The Tampa Daily Times broadcasting unit, C. W. (Joe) Lyons urged a concerted advertising campaign as a vital need of the industry. He spoke for a half-hour, reviewing efforts of the Florida growers and shippers for the last 20 years and declaring that in this time little has been done toward building consumer demand for Florida's principal crop.

Unless greater demand is created, Mr. Lyons declared, growers will lose heavily through restrictions imposed by the Citrus Control Committee. This Committee is charged with increasing the return to growers and, in order to do this, must restrict shipments of citrus fruit in keeping with market demand. For this reason, he pointed out, it is essential that growers and shippers take immediate steps to increase demand for Florida fruit in the nation's markets.

His address follows:

Mr. Grower: I am just wondering how many of us here in Florida, that produce this wonderful crop of citrus actually realize the important part it plays from a health standpoint and how consumption can be increased if we tell the world of the benefits to be derived from use of same. If I may have your indulgence

for just a moment I would like to inform you of some of the health-giving qualities of citrus fruit.

I am informed that all sickness and disease is primarily due to an acid condition of the system, and as we grow older we gradually die by inches as our activities produce more acid in the system than is salted out by the alkaline compounds. Such alkalinity must be automatically generated within us, or a result of the alkaline foods that we eat. It is estimated that there are 70,000,000 people in the United States who are suffering from excessive acid—largely caused by eating too great a proportion of acid-forming foods. The free use of citrus fruit will correct this condition more rapidly than any other known food or fruit product.

### Urges Advertising

By the free use of grapefruit and oranges you may eat the things you like and yet maintain a normal alkaline ratio. While citrus fruits are vitally important to life, health and energy, it is a tragedy so few realize the tremendous value to life, and when we can make this feature known our citrus fruit will not only be in great demand, but naturally will bring profitable prices back to the grower, if we can only present the proper advertising campaign.

In addition to national educational advertising, I am certainly in favor

of at least a small campaign being carried on within the State to acquaint our own people with the health value of citrus. If they would only stop and realize it and then do something about it, a great majority of off-grade fruit can be consumed within our own State. It will be no trick at all to consume at least two or three million boxes right here in Florida.

Do you want better prices for your crop? Do you want to move your crop? Would you like to have an improved market? Of course I know your answer and it is the affirmative. Of course you want better prices and of course you want to move your crop and of course you want an improved market. But to accomplish this there are certain necessary, definite things to do. To some extent the citrus industry has gotten along for the reason that we have a God-given monopoly and the majority of the benefits with reference to our citrus industry from an advertising standpoint have come from the medical authorities of the country. If you will stop and realize the wonderful things that have been said about citrus fruit by the medical profession, you can readily understand how indebted we are to this profession.

I hear some interests complain that they are not agreeable to participating in an advertising campaign un-

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# The Effect of Hurricanes on Pests Attacking Citrus Trees In Florida

W. W. YOTHERS and RALPH L. MILLER U. S. Department of Agriculture  
Bureau of Entomology

As far as the writers know, there is little or no information on the effects of hurricanes in destroying pests attacking citrus trees in this State. To obtain such information, it would be necessary to get accurate infestation records of the various species before and after a hurricane. Since these storms occur at irregular intervals and it is not known very far in advance when one will take place, this would be very difficult. It is true that warnings are given a short period ahead of a hurricane, but at such times people are more interested in taking measures for their own safety and the protection of property than in making insect counts. However, some records have been obtained and are presented here.

The effects of the last hurricane were felt in Orange County about 1 a. m. on September 4, 1933. Slight winds from the north had come ahead of the storm, but the hurricane winds came from the east and veered to the south before the storm passed. At Orlando the most violent winds, of a velocity of between 60 and 75 miles per hour, occurred between 10 a. m. and 3 p. m. on September 4.

During the height of the wind, and even after it had ceased, heavy rains fell, totaling 12½ or 13 inches for September 4 and 5. The winds were of sufficient force to uproot many native trees and to break off many more. The destruction of citrus fruits and trees in Orange County was estimated by the Government at about 5 percent for oranges and about 10 percent for grapefruit. Many tangerine trees were split and huge branches were broken off. The fruit on trees of all varieties was severely injured by bruises, scratches, and the breaking of oil cells. Because of these broken cells, which permitted the oil to spread over the surface of the rind, many fruits had the appearance of having been sprayed with

oil emulsion. Many of these fruits soon afterward turned yellow on the sides toward the sun.

## Effect On The Rust Mite

As stated by W. W. Yothers and A. C. Mason (1), ordinary rains in Florida do not cause any appreciable diminution of rust mites. However, when such heavy rains, accompanied by violent winds, occur as were experienced in the hurricane, rust mites practically all disappear.

TABLE 1.—Number of rust mites present on citrus trees before and after the hurricane of September 4-5, 1933. Orlando, Fla.

Date	No. ½-inch squares counted	Surface Top leaf	Surface Lower leaf	Fruit	Total	Average number of mites per square
Aug. 23	75	37	35	99	171	2.28
Sept. 6	150 (1)	28	4	1 )	35	.116
Sept. 6	150 (2)	1	0	1 )		

(1) West side.  
(2) East side.

TABLE 2.—Effect of the hurricane of October 14-19, 1910, on the pupae of the citrus whitefly. Examined October 28, 1910. Orlando, Fla.

Grove No.	Total-pupae	Living Percent	Recently killed Percent	Old dead Percent
1	6,887	9.3	20.14	70.0
2	1,519	58.2	18.5	23.3
3	1,289	80.6	43.9	25.5

TABLE 3.—Effect of immersion in water in killing pupae of the citrus whitefly. October 29, 1910; examined November 22, 1910. Orlando, Fla.

Time immersed	Total pupae counted	Living Percent	Recently killed Percent	Old dead Percent
15 minutes	2,306	25.1	13.4	61.0
1 hour, 50 minutes	4,988	38.5	10.2	51.2
2 hours, 20 minutes	967	16.0	16.8	67.1
48 hours	266	0.0	32.9	67.0
92 hours	1,430	1.6	48.8	49.5

Rust-mite counts were made before the hurricane, on August 23, 1933, and again after it, on September 6. The mites found on September 6 were practically all young, which indicates that all those present at the time of the hurricane had been washed or blown from the trees, and that the young mites occurring on September 6 had hatched from eggs remaining on the trees after the hur-

ricane. The results are given in table 1.

An examination of the foregoing table shows that in this particular case the storm gave a 95 percent control. It is also quite evident that the winds coming from the east and south killed all the mites on those sides of the trees. Since the mites present on September 6 were all young ones, it is evident that the kill was practically 100 percent.

On September 8 another examination was made in a different grove. On the west, or leeward, side of the tree the count on 150 squares gave 171 mites, while on the east, or windward, side 150 squares gave only 9 mites. It was very noticeable also in this case that practically all the mites were young and had hatched since the hurricane.

Observations made over many years show that rust mites are killed immediately when oil cells of the fruit are punctured and the free oils

(1) The Citrus Rust Mite and its Control. W. W. Yothers and A. C. Mason, U. S. Dept. Agr. Tech. Bul. 176, 31 pp. 1930.

spread over the rind and come in contact with them. No doubt this oil accounted for a considerable percentage of the mortality caused by the hurricane. Also, the low temperatures rendered the rust mites inactive and no doubt in such a condition they were more easily blown from the foliage and fruit.

Although the hurricane destroyed the greatest part of the mite population, the eggs were not harmed, and in a short time the population will increase to great numbers unless multiplication is hindered by other factors. Therefore, growers should not be too optimistic over the apparent scarcity of adult mites, but should be watchful to determine when control measures will need to be taken again.

#### Effect On The Citrus Whitefly And Sooty Mold

As is generally known, the fungus called sooty mold follows the presence of several species of whiteflies. In 1910, before the October hurricane, there was much sooty mold on the trees in Orange County. In fact, there was much more present over the State as a whole in those days than there is now. Observations made immediately after that hurricane showed that the rainfall of 7.61 inches, accompanied by winds of hurricane force, had washed off most of the sooty mold from the foliage. After this storm the trees had the appearance of having had a complete cleaning. This condition gave the growers the impression that the winds and the rain had actually killed great numbers of pupae of the whitefly.

In order to determine if this was so, counts were made in three groves. The counts are given in Table 2.

This table shows that the storm probably had little or no practical effect in reducing the numbers of the pupae of the whitefly. It does not, however, prove that pupae — even many pupae — were not killed by the storm.

It was thought advisable to carry on tests to determine if the water of the torrential rains accompanying the hurricane produced some mortality. Accordingly, branches heavily infested with pupae were dipped for many different lengths of time in water in October and examinations were made later. The results are given in Table 3.

This table shows that pupae of the citrus whitefly immersed for 15 to 100 minutes in ordinary lake water were not killed by the treatment. At 2 hours and 20 minutes there was some mortality. Unfortunately, no tests were made for lengths of time

between the latter and the 48-hour test. Immersion of branches for 48 hours or more resulted in killing the greater percentage of the pupae present. There were some survivals, however, in the 92-hour test.

Judging from the data obtained, it is very doubtful if the rains accompanying a hurricane cause very great mortality of the citrus whitefly. Even though the branches were kept wet for a long period of time, the insects no doubt could obtain enough oxygen to sustain life.

#### Effect On The Florida Red Scale

When present, the Florida red scale is practically always found on the leaves and fruit. It much more frequently and severely infests grapefruit than it does oranges. When present on the foliage, it causes severe injury, and just a few scales will devitalize the leaves so that the least interference with the normal life of the tree will cause them to fall off.

In one grove the hurricane of September 4, 1933, blew about three fourths of the leaves from the trees. Practically all of these leaves were heavily infested with the red scale, while those remaining on the trees were either uninfested or very lightly infested. Only leaves in the most vigorous condition could withstand the ravages of the hurricane. There were thousands of living adult red scales on the leaves on the ground a week after the hurricane. Of course, as soon as the leaves turned brown and could no longer supply food and moisture, the scale insects died.

In another grove examined there were no recently settled young of the scale on the leaves on the trees. In some instances there were a few crawlers on the third day after the hurricane. Since the hurricane combined with the heavy rains disposed of many dead scales, the percentage of living scales on the trees after the storm was relatively greater. We do not have very many data, however, along this line.

The infestation on the laboratory grounds at Orlando had identically the same percentage living before the hurricane of September 4, 1933, as there was after it. We attribute this to the protection from the storm afforded the trees by unusually close planting.

It is very difficult to estimate the percentage of scales destroyed, but we are of the opinion that a mortality of 75 to 80 percent occurred. As a usual thing, in some examinations made in August there were about 50 percent living adult females whereas

an examination made on September 15 showed about 80 percent living.

#### Effect On The Purple Scale

Although the purple scale occasionally infests the leaves and fruit very severely, it is primarily a branch and limb infesting scale. Therefore, the loss of foliage and fruit does not cause such a large proportion of this species to be killed by a hurricane. As a rule, not far from 40 to 50 percent of the scales on the trees are dead. Several examinations in different groves indicated that from 33 to 40 percent of the scales present were alive both before and after the hurricane. The examination, while not extensive, certainly indicated that adult female purple scales were not killed to any appreciable extent by the hurricane. The crawlers and recently settled young were practically all washed off from the trees. Crawlers, however, were found three days after the storm.

The trees received some benefit in that heavy infestations of dead scales, as well as some living forms, were washed from the limbs and branches.

#### Entomogeneous Fungi

It was very noticeable that all the species of beneficial entomogeneous fungi became exceedingly abundant in the ten days following the hurricane. Before the hurricane they were present in great numbers, but an increase was quite noticeable afterward.

"Rose Varieties for Florida" is the topic of a much requested radio address which will be given over five Florida stations next week. It is by H. Harold Hume, widely known writer about sub-tropical horticulture, and assistant director of research at the Florida Experiment Station, and will be given over WRUF, Gainesville WJAX, Jacksonville, and WCOA, Pensacola, at 6 o'clock Wednesday afternoon, January 24, over WQAM, Miami, at 10 a. m., that day, and over WDAE, Tampa, at 1 p. m. the following Friday.

#### ORANGE GELATIN

You will need 3 cupfuls strained orange juice, the juice of 1 lemon, strained 2 tablespoonfuls gelatin, 1 cupful sugar, 1 cupful boiling water, 1-2 cupful cold water, and salt.

Soften the gelatin in the cold water for 5 minutes, add the boiling water, sugar, and a few grains of salt, and stir until dissolved. Mix with the strained orange and lemon juice, pour into a wet mold and put into a cold place until firm. Turn out and serve with soft custard or whipped cream.



# ADVERTISING CITRUS INDUSTRY'S BIG NEED LYONS ASSERTS

(Continued from page 5)

less we can get 90 to 100 percent of the growers and shippers to participate. This, in my opinion is a very narrow way of looking at the situation. We seem to forget that we here in the citrus business in Florida have stood under the advertising "umbrella" of California to a great degree ever since we can remember and if by chance you are not in favor of advertising our fruit I believe it is because you do not know the real benefits that are to be derived from such advertising.

## May Restrict Shipments

Do you want to know what the State Control Committee under the Citrus Code will do with your crop? Well here is probably the answer—The problem of the Control Committee is to increase the selling price of citrus fruit. This can be done only by restricting the volume shipped in accord with the demand of the market. Unless something is done immediately to increase consumer demand, the Control Committee will be reluctantly compelled to further restrict shipments and leave a larger portion of the fruit in the state.

The Control Committee cannot permit fruit to go forward in excess of existing demand, which leads us to ask this question—What is being done to create "consumer demand?"—and Mr. Grower, the answer to that question is that practically nothing is being done to create "consumer demand" at this moment, nor has there been any plans other than that we are attempting to consume now to create the "consumer demand." So in all fairness and looking at the situation as far as Florida's crop of citrus this season is concerned, I want to ask the growers this question—What is going to happen to our crop of fruit this season? If you don't know the answer I think I can tell you—and that is that a lot of it is never going to find its way to market under the State Control Committee, and as previously stated, there must be active consumer demand created by educational advertising and merchandising if this is to be prevented. This you might say would mean that we would have over-production, of our crop. On the contrary we have no overproduction, never have had, and in my opinion, never will have, if we will use some intelligence to create "consumer demand." We have under-consumption and there is only one way to jump that hurdle, and that is by telling people of the merits of our

citrus fruit.

## Previous Efforts

Up to date the citrus industry has to a great extent been a case of the "cart before the horse." Too much stress has been laid on the packing of the fruit which is very a simple matter, and since we are constantly improving the quality of our fruit, that situation is being taken care of. Dating back over a period of years you will remember that many items have been suggested and tried to increase the sale of fruit, which have met with very little success, as far as increasing "consumer demand" is concerned. For instance we have fussed around with our container, then we got the bulge pack, which was going to do so much; then we got a new type of crate, and then the truck came along to haul the fruit, which was going to save the situation. Then we put the fruit in bags. All these items were considered a reduction in the expense of handling—and of course they helped, but at the rate we are going now if the manufacturer gives you the crates and if the railroad carries your fruit to market free you will still receive for your fruit, in proportion about what effort you make to create "consumer demand." The fact of the matter is that the citrus fruit industry has been treated like it was worth about 30 cents—and there is no use mincing words, the Florida Citrus Grower need money for his fruit and he needs it badly—right now. But what are we doing other than to pack our fruit and send it to market to help get some of the money? The answer is that we are doing nothing—and in this respect it occurs to me that the grower is his own worst enemy by not insisting through his shipper that something be done and done right now to help increase "consumer demand."

Further, here is the principal industry of the State of Florida dying of dry-rot for the want of better distribution through advertising and merchandising channels, and of all the hundreds of commodities that have national distribution there is no parallel case where as little is being done as that of Florida fruit, to get into this live, moneyholding market which exists throughout the country at the present moment.

## California Leads Way

I want to reiterate that if you are not in favor of advertising, it is because the benefits to be derived have not been explained to you, for otherwise you would have insisted long before now that such a program be carried out. The Citrus Industry of

Florida forgets that we have competition with other commodities—but not so with California; California realized that 20 years ago and has done something about it and every time you see a page ad telling of the merits of tomato juice, pineapple juice or canned pineapple juice and various other food products, you see an ad in the same publication of the California Fruit Exchange telling of the merits of their crop of Sun-Kist oranges—that they have richer juice and that they have no seeds.

Mr. Grower do you know that this situation has reached a point where many growers, through lack of information, have suggested to me that they top-work all the early varieties of grapefruit trees, their reason for this being that people now have become so lazy and are so accustomed to just sitting at a desk and pushing a button and having things happen that their early varieties of grapefruit are now a "drug on the market" on account of their having seeds. Eureka! what a statement! We have had these same varieties of grapefruit—Excelsion, Duncan, Silver Cluster and other varieties that have seeds in them, and if you don't know it and will just make inquiry, you will find that there is no grapefruit produced anywhere in the world today that has the same flavor as that of our early varieties of grapefruit, and it would be my idea to tell the world of these grapefruit and tell them that of course they have seeds in them, and explain why these seeds are necessary to promote this wonderful and delicious flavor.

By complaining about these seeds it would appear like it was racket to protect the crooks in the families today, who are able to employ servants don't take the seeds out themselves, the grapefruit comes to their table with the core and seeds removed. As stated we have had these varieties of grapefruit all these years with this delicious flavor and now just because we are not willing to make an effort to exploit the real merits of our fruit we want to "sit in a corner and cry."

## Must Face Facts

You know there a few people that like it and it may hurt your pride own business, but the facts are that very often even though you may not like it nad it may hurt your pride and you may immediately get on the defensive to protest your "pet", nevertheless constructive criticism that means an improvement in some certain condition that will return you more profit is not to be ignored,

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# Citrus Fruits Under The New Deal

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Appeal for greater cooperation from the produce trade, in selling effort for citrus fruits, was voiced by C. C. Commander, general manager of the Florida Citrus Exchange, in an address delivered in Chicago Jan-17 before the annual convention of the American Fruit and Vegetable Shippers Association.

Asserting that government supervision, under the federal citrus marketing agreement, providing for regulation of movement, standardization of product and elimination of destructive practices, opens the way for efficient merchandising of grapefruit and oranges, Mr. Commander argued that the responsibility for taking advantage of the opportunity rests equally on producers and distributors.

Failure on the part of either group, in meeting the requirements of the situation, may lead to a further radical reorganization of the citrus industry, the speaker pointed out. Recognition of the food and health values possessed by citrus fruits has become so widespread that consumers will insist on having them in increasing quantities, Mr. Commander believes. His remarks were as follows:

Opportunity that challenges is today knocking at the doors of the fresh fruit distributing trade in the United States.

On the threshold stands the citrus privilege of highly profitable business through distribution of a large volume of citrus fruits of standardized quality.

Government supervision has come into the citrus industry, under the federal marketing agreement, as the beginning of a new era. In this, the fruit distributors of the land may have an increasingly important part.

Movement of citrus output from the groves now for the first time is to be efficiently regulated. Uniformity in grading is to be provided through adherence to fixed standards. Shipping practices of a destructive and unfair type are to be prohibited. Fruit hereafter will flow into trade channels as they can absorb supplies.

Distribution must be reorganized in accordance with the new deal. No longer can the citrus industry accept

haphazard and unscientific methods. Grapefruit, oranges and tangerines must be merchandised, just as are other food products. A definite and specific responsibility rests upon the trade in connection with this phase of the matter.

Growers of citrus are entitled to profits on their operations. Unless they make money producing fruit, they cannot keep on turning it out. In order to remain in business, the owners of groves must seek enlarged consumption and must find new uses for their product. They will be compelled to invest money in advertising and merchandising effort, on a broader scale.

In proportion as the growers are successful in these aims, the way will be opened for distributors to handle a larger volume and to earn greater profits. They should join, therefore, in the endeavor. A fifty-fifty division of the required effort, as between the growers and the trade, would be eminently fair. Net profit would accrue to the distributing factors in heavier proportions, generally speaking.

Regulation of shipments under federal control may be only temporary, during an economic emergency, some one possibly will suggest. Perhaps so, in just the form now in effect, but return to the chaotic conditions of the recent past is inconceivable. After an experience with intelligently administered and impartial supervision of the citrus movement, few growers and few shippers will be willing again to operate under the old system. Way will be found and laws will be made, never fear, for perpetuating the good features of the new.

Alternatives are few. The ones that might be adopted would affect the trade just as vitally as the growers. In fact, some of them would bear far more potentially on distribution than on production. While it is true, and will continue to be true as long as existing systems are employed, that the interests of growers and of dealers inextricably are interrelated, modifications, in the present processes could fundamentally change things. Fruit must be grown before any commerce in it can be carried on. The volume of distribution must be kept

in line with demand.

Then it is also essential that regulations under the marketing agreement by the Department of Agriculture be carried on.

But trade circles should be deeply interested in avoiding the necessity for further radical measures in the distribution of citrus. Already there are large commercial units operating both in the state and in the market centers exercising considerable influence. Therefore, as previously has been pointed out, the concern of the distributors really should be greater than that of the producers. The chances strongly are that if the more revolutionary alternatives were to be put into effect, the growers would fare better than the trade. From the negative viewpoint, therefore, every reason will be found for taking advantage of the current opportunity, not only to remain in the citrus business, but to make it immensely more remunerative. On the positive side, the reasons equally are many and potent.

## Industry Has Honorable History

In seeking to appraise the citrus industry, just now entering upon the new era in which it will offer opportunity greater than ever before, we may well keep in mind that the production and distribution of oranges, grapefruit and so on by no means are of recent origin.

On the contrary, these fruits date far back into the dimmer recesses of the past and even in the United States they have been known for more than four hundred years. The history of the citrus industry indeed is an honorable one, affording ample background for the present high development and for further anticipated expansion.

Oranges were native to Cochinchina and to the adjacent regions of China proper, according to the findings of dependable research. First they spread into the other parts of southeastern Asia that were adapted to their culture, it appears, including Japan. Then the citrus fruits were carried westward, probably reaching Palestine on the way to the European countries bordering on the Mediterranean, where they since have at-

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## The Citrus Industry

with which is merged The Citrus Leaf

Exclusive publication of the Citrus Growers and Shippers

Publication office, 550 North Broadway, Bartow, Florida. Executive and editorial offices: 312-313 Wallace S. Building, Tampa, Florida. Address all communications intended for the editor to the Tampa office.

Telephone

4619

Published Monthly by  
**ASSOCIATED PUBLICATIONS CORPORATION**  
 S. L. FRISBIE . . . . . President  
 S. LLOYD FRISBIE . . . . . Secretary-Treasurer  
 FRANK KAY ANDERSON . . . . . Director  
 A. G. MANN . . . . . Production Manager

Subscription, \$1.00 per year in advance

NEW YORK OFFICE  
 118 East 28th Street  
 Edwin F. Ripley, Manager

CHICAGO REPRESENTATIVE:  
 Joe Esler, 5434 Glenwood Avenue  
 Telephone—Long Beach 3429

### ADVERTISING CITRUS

Mr. C. W. Lyons, leader in the movement for a concerted advertising campaign for Florida citrus fruits, who recently returned from Washington where he conferred with Secretary Wallace of the United States Agricultural Department, reports that he met a very favorable reception and that he feels that the Department is disposed to act favorably on the proposition, provided the industry in Florida presents a united front in support of the project.

Need for mass advertising of Florida citrus fruits on an adequate scale has long been advocated by Mr. Lyons and other leaders of the industry in Florida. Recently the movement has been given impetus by meetings in which all classes of shippers and growers have expressed support of the movement.

Some fear had been expressed that the Department of Agriculture might object to the proposal of levying an assessment on a box basis to finance the advertising proposition, but Mr. Lyons expresses the belief that no such opposition will be encountered if Florida growers and shippers will unite on some feasible plan for putting the project into effect.

Most growers have long favored a concerted and adequate advertising program and recent gatherings have demonstrated that most of the shippers also are favorable to such a project. The thing now needed is that all should get together on some definite program—and that they should push that program with vigor until it is put into successful operation.

### STATUS OF CITRUS CONTROL

As this is written, the status of citrus control under the federal control administration is somewhat problematical. A hearing to be held

in Tampa on January 29 is expected to clarify the situation.

Following the setup of the Florida citrus control committee and an order of pro-ration of shipments by that committee, suits were brought in federal court by a number of shippers who advanced the claim that they would suffer irreparable injury by adherence to the order, and a temporary injunction against the operation of the pro-ration order was issued by Federal Judge Akerman. Hearing on the motion to make the temporary injunction permanent was held in Tampa January 18.

In the meantime, the control committee had suspended the order of pro-ration pending final hearing in the federal court, and in view of this suspension Judge Akerman refrained from making the temporary injunction permanent on the ground that the thing complained of in the petition had been remedied by the committee's action in suspending pro-ration or allocation of fruits to market.

The court set January 29 as the date for a hearing on a motion for an interlocutory injunction, at which time the vexed question of pro-ration and allocation will be thoroughly threshed out.

Pending a final decision by the federal court all bars against the shipment of citrus fruits from the state are down and citrus shippers find themselves just where they were before the control administration was formed.

In view of the importance of the matter, involving as it does the question of the right of the control committee to exercise the rights conferred upon it by the federal setup, it is hoped that there may be a speedy decision to the end that Florida citrus growers and shippers may profit by the operation of the national citrus code and that the present confusion may give way to definite knowledge as to the exact powers and the exact status of the control committee under the code.

### FLORIDA'S CITRUS SHOWS

Opening at Winter Haven on January 23, the Florida Orange Festival will inaugurate a series of citrus exhibits which will give winter visitors to the state an opportunity to familiarize themselves with the magnitude of Florida's leading industry.

The management of the Florida Orange Festival promises the best exhibit of citrus fruits ever shown at this exposition which has become an established institution in the very heart of the Florida citrus belt.

Opening a week later, on January 30, for a period of eleven days, the Florida Fair and Gasparilla Carnival will open in Tampa. While not exclusively a citrus fair, this great exposition will continue as always to stress the citrus feature and will endeavor to make the showing of citrus fruits the greatest ever assembled in the state.

Later, other citrus exhibitions will be held at Orlando and at numerous county and district fairs in the citrus belt, where Floridians and visitors may gain first hand knowledge of the extent of this industry and the excellence of Florida citrus fruits.

**It's Our Story and we stick to it!**

1) We have always given proper recognition to the value of organics as a source of nitrogen and as soil builders.  
2) We have always advocated the use of guano, the best of all organic fertilizers.

For years many men argued against the use of guano, now they all agree. NACO has been the same story for years... and we stick to it.

For outstanding truck crop production—the same story.

**YIELD**

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For outstanding truck crop production—the same story.

*Compare Results*

**Compare RESULTS**

THE truck grower finds out about fertilizers in a hurry. Four leaves come off of the calendar—120 days—and he has his answer in profit or loss. It's easy to compare results where Florida truck crops are concerned, so we call your attention to this fact:

High organic fertilizers are producing the best income crops for truck growers. And growers who are using NACO Brand Fertilizers will tell you that their score is uniformly higher because of the greater yield of better quality truck.

Now—when NACO Fertilizers show such good results in a few short months, it's easy to figure the cumulative benefits of these better, high-organic fertilizers when applied to citrus over a period of years—a bigger tree surface, more fruit, better fruit. And, naturally, greater income!

Compare results! This is a challenge. Compare the condition of NACO groves with those fertilized under any other program. Compare the yield. Compare the size and quality of the crop. Compare the size and cost. This is the year to make comparisons because generally favorable growing conditions have given all fertilizing programs a chance to prove their worth.

**NITRATE AGENCIES COMPANY**  
1424 - 1425 BARNETT BANK BUILDING  
JACKSONVILLE - - FLORIDA

*The proof of the crop is in the profits and the proof of the worth of the Naco Brand Fertilizers is in the profits Naco Brand users have banked this year.*

*Compare results and crop profits—*

*This is a Challenge!*

**NITRATE AGENCIES COMPANY**  
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JACKSONVILLE - - FLORIDA



# IMPRESSIONS

By Frank Kay Anderson

How fleeting is fame . . . dispatches from Tampa concerning death of D. C. (Collins) Gillett full of errors . . . probably written by a newcomer to Florida . . . name spelled wrong in four places . . . age wrong . . . and development of the Temple orange credited to William Chase Temple . . . a few other bulls . . . all of which made us feel bad . . . but what can one do about it? . . . Even though we often stood upon opposite sides of citrus questions, we shall miss Collins Gillett as a friend of many years standing . . . and when the Great Ledger is balanced we have a notion that Collins Gillett will come out better than all right . . . many aided to air his errors . . . and he didn't bother to publish the many good, wholly unselfish, deeds which distinguished him to his friends . . . Dr. W. J. Creel of Eau Gallie claims unique distinction as a citrus grower . . . has owned a grove for eighteen years and for one reason or another has never had a crop of fruit to market . . . well he didn't have to worry about the Code anyway . . . For many years the Cocoa House at Cocoa was famed as the one best place for a square meal between St. Augustine and Miami . . . reclaimed now by the wife of the old-time owner it is staging a real come-back . . . had a meal there recently which lingered in memory, gladsome remembrance, for days afterward . . . One of our favorite growers: A. W. (Tony) Young of Vero . . . Senator Young to you . . . he made his political debut in the House in 1923 . . . and set an example for Coolidge later to follow . . . went through the entire session of the Legislature without making a speech . . . but when afterward they came to count up he had captured and taken home everything that wasn't nailed down in the capitol . . . so the district sent him back as state senator with a steady job . . . One of the real old-time citrus growers, and a most successful one, passed with the death of C. H. Tilden of Tilden-ville in Orange county . . . those Tilden groves upon the south side of Lake Apopka are living memorials to the astuteness, the industry and the steadfastness of the Brothers Tilden

. . . And Franklin O. King of Orlando tells us that C. O. (Charlie) Painter died some time ago on his place up near Ocala . . . which fact had escaped us . . . he was nationally known as one of the foremost advertising men of these United States . . . and very loyal to Florida . . . but for some reason was never asked for aid or counsel on any Florida citrus advertising problem . . . Looking about in Bartow for George Clements but failed to find him during a brief stay . . . if Florida is represented at Chicago's show next summer, we need George to do that publicity job again . . . Russell Kay of Tampa, the Little Jeff of the old-time-Florida Grower, looking well and prosperous on an Orlando street . . . and we had a delightful, if brief, reunion . . . then we came home to turn up accidentally and old photograph of Little Jeff and myself once published in The Grower . . . taken in Plant Park at Tampa amid the palms and with our backs turned to the camera . . . that was our idea of humor at the time . . . the real humor crept in through the fact our own Palm Beach pants had shrunk a bit . . . and we didn't know it until the picture appeared in print . . . Riding with Ward Klingensmith and Jess Parrish in the latter's car to the funeral of Luther Mills in Oviedo . . . and Jess Parrish gave us some inside facts which cleared up some citrus politics we had not felt we quite understood . . . then two days later, denouement . . . and Jess Parrish's information had been all wrong . . . We have read many citrus market reports . . . and have written not a few ourselves at times in the past . . . so we feel we know that of which we speak when we deplore the fact that Chico Marx has never tried his hand at writing such . . . we claim that great talent has been lost to citrus market reporting through that fact . . . witness Chico's immortal words in a recent film . . . "The next day was a double header, and there was no game, so we listened to it over the radio." A guy capable of lines like that would have no difficulty in accounting for the Philadelphia citrus market in January . . . Florida's

Christmas present to the British Isles . . . two million cans of grapefruit aboard a single steamer from Tampa December 24 . . . well, well, if not to say hrumph! . . . After the foregoing lines were written came the announcement of the appointment of A. W. (Tony) Young of Vero to be the 13th member of the Florida Control Board . . . seems the two agencies we never knew to agree upon anything asked the advice of a South Florida man . . . he suggested Senator Young . . . a plumb good suggestion . . . then dropping in on the first meeting of the new Control Board in Orlando and an opportunity to see it perform . . . sure enough Tony Young came to bat to ask what the operation was going to cost the growers . . . and proceeded to pare down some salaries and expenses . . . newspapers made out it was a turbulent, if not to say violent, meeting . . . didn't appear that way to us . . . a lot of talk, of course, but that was absolutely necessary to produce what our lawyer friends call a "meeting of the minds" . . . in other words, a thorough understanding . . . Charlie Commander outdid Charlie Dawes with a Hell and Maria speech . . . which following a lot of desultory discussion did a lot to clear the atmosphere . . . only he forgot to mention Maria . . . Francis Whitehair and Barney Kilgore tied up a couple of times . . . but at critical periods R. B. Woolfolk arose and poured oil upon the troubled waters . . . and shortly all was serene again we stuck with 'em for four hours . . . then being all tired out we departed . . . but they stuck at it for nearly three hours more without a recess . . . W. H. (Bill) Mouser made a lot of speeches . . . C. A. (Charlie) Stewart made the fewest . . . L. C. (Mark) Edwards held his own with the best . . . Lawrence Gentile didn't talk at all except to make motions . . . but he was doing some very evident heavy thinking . . . Irwin A. Yarnell makes a peach of a chairman . . . eternally expediting things and keeping them moving . . . yet without any semblance of gag rule . . . government rule that such meetings are open to growers has a healthy effect

... Senator Walter W. Rose and W. M. Hamer of Orlando, two big fellows at the growing game, in interested attendance ... and a sprinkling of larger growers there from many places ... of course, growers must confine themselves to listening and keep silent ... otherwise they'd never get through ... but a good audience of important listeners has its effect upon any gathering ... Through all the deliberations a general tendency to try to act in such manner as might be calculated to strengthen the markets ... healthy augury ... Then we like O. G. Strauss as secretary of the committee ... not only is he capable of doing the work ... and of demonstrated fairness to all interests ... but we feel that Washington has a great deal of confidence in him ... therefore we feel that if at any time in the future national regulations should seriously cramp Florida's operations, Florida can reach the ear of Washington through this same O. G. Strauss in a manner otherwise impossible ... Then, too, we like the first rule the committee adopted ... to the effect that all action must come through resolutions offered in writing following discussion and vote ... that will eliminate much misunderstanding ... and avoid much useless talk ... Of course, this first Orlando meeting contained much organization business ... which will not engage subsequent meetings ... later meetings therefore will be snappier ... We came away cheered with the thought that real good to the industry is going to come out of the work of these men ... and of the similar committees in other areas plus the national body ... thirteen more unlike individuals would be hard to assemble ... but among them is a whole lot of market information and experience ... and the capacity for sage decisions ... G. W. Meal who sat in as observer from the Agricultural Adjustment Administration looked to be satisfied ... he's a silent sort of observer with a corn belt haircut that is calculated to make any farmer feel at home with him ... Henceforth the committee is scheduled for two regular meetings each month ... and as many special meetings as may be necessary ... the chairman or any four members can call a special meeting at any time on twelve hours' notice ... and the committee can put changed orders in effect at any time upon thirty-six hours notice ... Allen Hull Leonard, well known Winter Haven grower, has passed away ... a kindly soul and a true gentleman ... many will

miss him in that section ... the Growers Alliance was short lived ... the reason was that federal forces, through O. G. Strauss, reached out and took L. P. (Price) Hickman to supervise the motor truck patrol service under the Florida Control Committee ... apparently the citrus regulations plus the patrol are going to make fruit stealing on any large scale pretty difficult anyway ... and Price Hickman a most excellent man for the job ... they can't come too big or too tough for that little hombre ... Harold Crews of the Florida Citrus Exchange today is the greatest circulating medium of the Florida industry ... and one of the hardest working ... that Wauchula cracker with the Park Avenue hair seems to be everywhere over the peninsula all at once, and always working steadily ... Three an-

nounced, or semi-announced, Florida candidates for the job of national citrus coordinator to the time these lines are written ... Ward E. Klingensmith the well known Titusville grower is one ... C. E. (Ned) Stewart of De Land, one time business manager of the Florida Citrus Exchange, is another ... and General A. H. Blanding of Bartow, formerly with the Exchange, latterly with the Grapefruit Growers Protective Assn. and all along a member of the State Board of Control, is the third of which we have heard ... Joshua C. Chase, who quite likely would not accept the job if offered to him, could very well make another if he would ... he has been in the shipping business from both the Florida and California ends ... and knows the radically different operating methods of

(Continued on page 18)

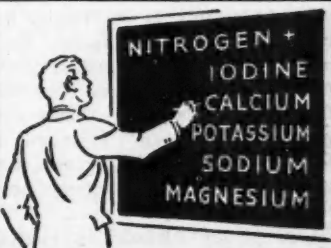
## Fascinating Facts of NATURE — NO. 4



Nature created the land you farm, the seed you plant. To make your land and seed produce better crops, she created three natural fertilizer materials—potash, phosphate, and your old friend, Chilean Natural Nitrate. She stored Chilean in the ground to mature a million years until you should want it to put it back into the ground where you make your crops.



SIX YEARS BEFORE DAVY CROCKETT DIED IN THE ALAMO MASSACRE (1836) THE FIRST SHIPOAD OF CHILEAN NATURAL NITRATE CAME INTO THE UNITED STATES THROUGH A VIRGINIA PORT (1830) . . . . .



CHILEAN NITRATE (PERHAPS YOU CALL IT "SODA" OR "SODY") IS THE ONE AND ONLY NITRATE FERTILIZER CREATED BY NATURE. NATURE GAVE IT THOSE VITAL "IMPURITIES" IODINE, CALCIUM, POTASSIUM, SODIUM, MAGNESIUM, BORON ETC., TO INCREASE ITS VALUE TO YOUR CROPS . . . . .

# Chilean NATURAL NITRATE

The only nitrogen that comes from the ground.



Citrus fruits, marketing, cooperatives

# Major Obstacles To The Success Of Co-Operative Marketing In Florida

By JEFFERSON THOMAS

Cooperative marketing of perishable farm products in Florida admittedly has failed to attain the degree of success achieved elsewhere. In comparisons on the proportions of output continuously controlled, the figures for this state and for other sections producing similar crops disclose that Florida cooperatives lag behind.

Efficiency of performance in obtaining adequate distribution, in enlarging consumer demand and in returning to growers satisfactory prices, determines the usefulness of a farm cooperative. The percentage of the production it is permitted to handle usually reflects the public estimate of the organization's capacity for service.

When the cooperative is given control of less than half the product in the area of its operations, it has a handicap of major importance. None of the duties pertaining to a sales agency may be discharged with maximum results when the competition of greater tonnage has to be faced. Defensive rather than offensive tactics then must be adopted, seldom without the sacrifice of energy and resources.

Impressions prevailing that a cooperative lacks the power fully to perform its mission frequently defeat even the most wisely directed endeavors for increased volume. Few growers are willing to run the risk of sustaining temporary losses in order to build up the means for assuring permanent gains. When additional tonnage is obtained, too often the increase is offset by withdrawal of old members. An endless chain of vicious circumstances thus is created, to the harm of all concerned.

In many cases the cooperative has to expend so much energy in recruiting the membership that little strength is left for marketing activities. The recurring seasons find it holding on, perhaps gaining slowly, but compelled to neglect much that should be undertaken. Opinions as to the work of the body usually take into account only the negative factors, ignoring the accomplishments that have been made, despite the

load carried. Unfair as is this method of appraisal, it is strictly according to human nature.

While by no means confined to Florida, these phenomena apparently prevail here more generally than in most sections with related products. As the inevitable consequence, few of the cooperatives in this state dominate their friends as do comparable organizations active where fewer adverse conditions have been encountered. Capacity for doing a reasonably good job despite everything has nevertheless characterized most of the Florida cooperatives. The tenacity with which they cling to life and the ability they display under enormous handicaps have attracted attention and earned admiration throughout the land.

Studies of the Florida cooperative situation repeatedly have been conducted, with the end in view of developing fundamental causes and of devising curative processes for the ills that beset numerous of the growers' organizations. That in the main the findings, and the proposals based thereon, have proved of but limited practical usefulness may not be difficult to explain. When the investigators were home folks, they seldom have been able to get away from preconceived opinions and hence fell down in ascertaining the true facts—they were too close to the problem and too greatly influenced by local elements. If the inquiry was prosecuted by outside talent, there was lacking the conception of angles peculiar to Florida that basically affect the proposition — things were looked for that do not exist and indications of most significance were passed by through ignorance of their meaning.

Attempt to furnish an analysis possessing higher value may well be attacked as affording another example of the facility with which "fools rush in where angels fear to tread." With full recognition, therefore, of the likelihood that the folks whose benefit is sought will hold in slight regard a homespun version of the reasons why Florida cooperatives have grown so slowly, this writer es-

says its preparation in proper humbleness of spirit. Disclaiming entirely any ambitions toward "brain trust" affiliations, he presents an outline of factors believed to combine themselves into the major handicaps of the cooperatives in Florida, as representing observations extending over a long period, contacts affording an intimate viewpoint and experience that dearly was paid for. Merit otherwise is not assumed to be held by the offering.

## Danger In Diversions

If confusing issues could be avoided in the search for the principal causes that have retarded the growth of cooperative marketing in Florida, it would be found that the chief obstructing force has been the practice of diverting energy from the main objective.

Cooperative marketing agencies primarily are formed to sell the produce of the members. In nine cases out of ten they are judged by what they do in that particular line. In Florida, nearly all have disclosed considerable capacity for efficient selling effort, complicating conditions considered.

Success attained in the pursuit of secondary purposes has been of much smaller import. Yet the lost motion in respect to the selling operations has been enormous. Even subsidiary organizations, with intimately related purposes and having separate personnel, sometimes have proved to be sources of distracting procedure.

More serious, however, have been the reactions from enterprises and undertakings on the outside, only in a remote degree bearing on sales activity if indeed akin thereto at all, in which the cooperative has become entangled. In practically every instance, no matter how worthy the end it was sought to attain, the participation of the growers' agency has been harmful to it.

Especially heavy have been the burdens placed upon the cooperatives by these excursions into foreign fields when it came out ultimately that in truth the motive of the movement was private gain for the pro-

(Continued on page 16)



# ... WHY NOT TRY AGRICO ON YOUR CROPS THIS YEAR?

**M**AYBE you know some of these growers? They farm different crops in different parts of Florida. They probably have never met but at least they have one thing in common. They use the same fertilizer—Agrico. And they say it will pay you well to use it, too. Just read what they have to say:



A. A. Seyler

A. A. Seyler, well-known trucker of Ft. Lauderdale says, "Last season, as you know, I used 150 tons of Agrico East Coast Trucker and during the season made many comparative tests. In several parts of my fields I alternated the rows—two rows of Agrico then two rows of some other popular make. In every case the Agrico produced a larger yield and a better quality crop. The results were so satisfying that I'm planning to use over 200 tons of Agrico next season. It's a great fertilizer."



R. L. Johnson

R. L. Johnson of Lake Wales writes: "After several applications of the old, standard type fertilizers I was not satisfied with the progress that my grove was making so I decided to try your special Agrico Fertilizer and it certainly supplied what the trees needed. I am so well pleased, that I have already laid out a program to fertilize with Agrico exclusively this year."



J. Akin Lee

J. Akin Lee of Fruitland Park is another grower who knows that Agrico means better fertilizer. Last season on 80 acres of watermelons he used Agrico for Truck in comparison with other fertilizers of the same analysis and he frankly states: "I used the different fertilizers to determine the merits of Agrico, compared to the goods ordinarily used in growing this crop. The final result was that the Agrico produced the biggest yield and melons 5 to 6 lbs. heavier than those produced by either of the other two fertilizers."

H. M. Aycock of Dania, tried Agrico on his tomato crop in comparison with another popular brand. He writes: "I estimate by the pickings that where I used the Agrico my yield was at least 1/3 more than where I did not use it. It paid me to use Agrico. And I heartily recommend it."



H. M. Aycock

Now if you've decided on the fertilizer you are going to use this season, we don't ask you to change your mind, we only ask you in all fairness to your crop, to try Agrico and compare the difference in results. On citrus it may take a little longer to see the difference than on truck crops, but what Agrico has done for other growers it can do for you.

Agrico is no new, untried fertilizer. It contains everything that made the Bradley and Bowker Brands famous, and in addition it contains extra plant foods that mean bigger yields, better quality and more profitable crops.



The AMERICAN AGRICULTURAL CHEMICAL Co.

Pierce, Florida



Alphonse Verschuere

Alphonse Verschuere, citrus grower, of San Antonio writes: "As you know, my grove was brought up entirely on Agrico for Citrus. This year the crop throughout the grove will average per tree over one box of oranges and two boxes of grapefruit. This is a splendid crop for 5-year-old trees, but what I am particularly pleased with is the quality of all the fruit. I am certainly sold on Agrico."



Max Cohen

Max Cohen, of Palmetto, who shipped the first car of beans from Manatee County and the first car of cucumbers from the State this season, writes: "Last year and the year before I tried out Agrico for Truck against other goods and in each instance Agrico proved to be the best. It is for this reason that I used Agrico exclusively on my 150 acres of truck this year. Agrico costs a little more than some other fertilizers, but I find it pays to use it."

"Our Picnic Groves have been fertilized exclusively with Agrico for the past two years," writes Manager L. P. Keen of Lithia, Fla., "and we're certainly gratified with the results obtained. Of course the best evidence of our complete satisfaction is that we have again specified Agrico for our full requirements for this coming season. Our trees which last year produced only 2,000 boxes of a poor quality fruit, have this year produced an estimated crop of 12,000 boxes of the finest quality fruit. You can bet that we want Agrico again."



L. P. Keen

And Reed A. Bryan, President of the South Florida Seed Co., whose sales of Agrico have increased, year after year, says: "It is a pleasure to sell Agrico for once a farmer uses it he is certain to become a permanent customer as it makes more money for those who use it."



Reed A. Bryan

### MAJOR OBSTACLES TO THE SUCCESS OF CO-OPERATIVE MARKETING IN FLORIDA (Continued from page 14)

motors. Disclosures that they were after profits, for themselves or their communities, naturally disgusted members of the organization that had been betrayed into support by false claims.

In the tendency to play with fire respecting matters outside of sales endeavor has been inherent the obstacle to the success of cooperation that in Florida has reached proportions far larger than attained by other handicaps. Whenever the urge became dominant, in the membership or among the officials, for detouring into unfamiliar trails, delay and waste have followed. Reason exists for the feeling that in the future the consequences will in no sense be different.

Looming in the background of course are the members or the officers who have joined the cooperative for reasons aside from the benefits to be derived by all through the sale of products to the best possible advantage. If any considerable number of people are looking to the organization for profit from sources unrelated to the selling service it provides, there is present the element of fatal weakness. Unless the more single-minded adherents speedily can purge the body of the selfish interests, disaster is to be anticipated.

Member "A" may seek nothing more than endorsement for a political position he is after. Member "B" perhaps has no worse aim than the award of a contract for supplies to a friend of his. Member "C" possibly will be satisfied if he can swing a petty job for his wife's sister's worthless son-in-law. In the scale of private profit likely to be attempted, higher rank is taken by far more ambitious projects. Disposal or rental of real estate at bolstered valuations frequently is tried. Securities offered for surplus investments.

Ills of the type described, and many that are even more deadly, fasten themselves on the cooperatives whenever and wherever the idea is uppermost that private and personal gain may be derived from membership. As indications multiply that practices are indulged in whereby some members do profit aside from the service rendered to all in common, confidence vanishes and support withdraws. Diversion into fields afar from that cultivated for the primary purpose of product selling nearly always helps the profiteers in getting a foothold. Politics practiced

within the organizations is most powerful of all the factors favoring exploitation for individual or community profit.

#### Perils In Politics

Indictment of an organization for too great indulgence in politics not always is justified. In many cases the jury is swayed by evidence that is extremely superficial in character.

Whenever and wherever men join together in group undertakings, politics of one kind or another will soon be present. From the earliest stages of mankind's upward climb, this fact has had to be faced. It will continue to exist as long as human nature endures.

In proportion as the set-up is in accordance with democratic theories, the propensity for playing politics will be all the more pronounced. Since a cooperative obviously can be built only on the basis of equality in respect to rights and as regards benefits, it must be permeated with politics as a potent factor.

Movements for the elimination of politics from cooperatives are foredoomed to failure, and usually breed more practice of the objectionable activity. Control for definite and salutary purposes would be much easier to bring about. Harnessing of the inevitable political propensities indeed may be so handled that it will serve worthy ends.

Politics, once technically defined as "the science of government" still is necessary and proper in assuring the best management for any effort in which men are engaged, that seeks security and protection. Cooperatives need high-minded and unselfish politics, in order that the most capable members shall be chosen to direct the operations. The troubles due to politics have come from the mis-use of politics.

Adherents who have become affiliated with cooperatives in the intent of manipulating them for private profit play the politics that bring wreck and ruin. Members who are willing to subordinate the common good of the organization, that community or like values may be benefitted, play politics equally destructive in results. Elimination of opportunity for politics in endeavor of these types is greatly needed in most Florida cooperatives.

Removal of the community unit as the basic factor in representation would be an essential first step. Under the system now generally prevailing, if the body is statewide in scope, directors are elected by congressional districts or by counties. When the operations are confined to

smaller sectional areas, the choice usually is made by counties. In groups active only within a single county, magisterial districts or voting precincts are the units. All this conformity to partisan political subdivisions will have to be gotten rid of before cooperatives can restrict the sort of politics which harms so much.

While the cornerstone of representation remains a governmental or community unit, the wrong kind of politics will be encouraged. Alignments growing out of partisan politics often dating back over long periods, simply cannot be avoided. Politicians seeking to advance their fortunes in public affairs will try to make the cooperative a tail to the kite they fly. Individuals and communities also will play politics of the unsavory kind in advancing the objectives of gain for a man, a firm, a town or a county, in disregard of the objective the organization was formed to achieve.

#### Reforms In Representation

Modifications in the basis of representation that are wholly feasible would materially restrain the practice of reprehensible politics. Districts laid out absolutely without regard for geographical or political boundaries will go far in solving the problem.

In a statewide or sectional organization, directors then would be selected by members living in parts of several counties. County groups would exercise the voting privilege in units each including portions of a number of precincts. With the old community and county jealousies out of the way or subdued, the way would be open for constructive thinking when directors were to be elected.

Tenure of office limitations and rotations also should be written into the organic law of the cooperatives. Districts would need to be larger in

(Continued on page 18)

## FOR SALE

Lists of Florida Citrus Growers compiled from recent survey of groves, arranged by counties. Name, address, acreage and legal description.

Also list wealthy residents of Florida.

**W. L. Lamar**  
P. O. Box 333  
JACKSONVILLE, FLA.

# Better Fruit — and more of it

Larger crops of better quality. That's the aim of every progressive grower. And that's exactly what Gulf Brands of Fertilizer and Gulf Field Service can help you to secure. Whatever you're growing—citrus or truck—there's a Gulf Brand for your exact soil needs. And the service of the Gulf Field Man means thorough crop inspection and dependable advice throughout the year.



## Gulf Brands of Fertilizer

THE GULF FERTILIZER COMPANY, TAMPA, FLORIDA

### Imperial Top Dresser with Kaltrogen

An all-chemical fertilizer that is safe and dependable. Imperial Top Dresser assures your crops quickly available energy without danger of harmful soil reactions — and Kaltrogen furnishes a host of valuable secondary plant foods. Imperial Top Dresser with Kaltrogen is ideal for the Spring Application on Citrus and for side-dressing Truck Crops. Buy it from any Gulf Dealer.



### MAJOR OBSTACLES TO THE SUCCESS OF CO-OPERATIVE MARKETING IN FLORIDA (Continued from page 16)

many cases, with each one represented by three directors. One-third of every board should be chosen in each year of three-year periods. Two-thirds of the members then would have had some previous experience, at all times. Yet new blood constantly would be kept coming in.

A further provision properly might be added to the constitution, prohibiting the re-election of any director who has served three years, during the ensuing three years. Place politics for personal profit or community gain under the ban, in accordance with the foregoing plan and the major obstacles to the success of Florida cooperatives will take unto themselves wings and fly away to fields that are fallower and more fertile for crops of discard and dissention.

### IMPRESSIONS

(Continued from page 13)

each great producing section . . . Meantime California has been grooming Bruce McDaniel and a couple of others . . . and Texas is entitled to a candidate if she so wishes . . . not to speak of Porto Rico . . . which island is the mystery in the equation up to this writing . . . are they going to organize? . . . can the federal government let them go along without organizing? . . . But these candidates all may be out of order . . . Washington gossip is to the effect that, since the retirement of George N. Peek as administrator of the A.A.A., insistence will be upon placing some employee of the A.A.A. in the co-ordinator job for each producing industry . . . to tighten the lines of government control, so to speak . . . Seems Mr. Peek held out for the self-government of each industry . . . but was voted down . . . and out . . . by Asst. Secretary of Agriculture Rexford Tugwell and close associates . . . who are reported believing more in outright governmental control . . . If the citrus coordinator turns out to be an A.A.A. man, his name is likely to be Porter Taylor . . . (these lines are done and subscribed on December 29) . . . Orange Dogs Rate Highly, says an Orlando headline . . . ho! hum! how things have changed . . . but a reading shows reference is had to some Orange County canines . . . And now comes Jack Guthrie's annual party at Winter Haven . . . the Florida Orange Festival is promised to be bigger, brighter and better than ever . . . for ourself, we are looking forward to some stem-wind-

ing fruit among the exhibits . . . the dates are January 24 to 27 inclusive . . . look out for our personal presence there on Saturday the 27th . . . The CWA bringing a big boon to all South Florida in that it has made possible the razing of old buildings and their replacement by substantial, permanent new buildings at the South Florida Fair at Tampa . . . When opened this year it promises to be one of the really big fairs of the country . . . it has long ranged up among the top, but these new buildings should push it into the very front . . . Fashion notes say that according to General Johnson curved pocketbooks will take the place of flat booklets for 1934 . . . Wonder if bankers' feet will be worn any warmer? . . . In at a Kiwanis Club luncheon at Sanford as the guest of Judge Jim Sharon, and just in time to hear W. A. (Billy) Leffler of Chase & Co. make his maiden speech as mayor of that fair city . . . he's been a city commissioner there for quite a while . . . now they are going to let him steer the machine . . . Tom L. Dumas, superintendent of the A. C. L. R. R. introduced Billy Leffler on this occasion and had a lot of fun out of it . . . so did the guests for as between Chase & Co. and the railroads there has been something very like war for more than a quarter of a century over freight rates . . . Here's a story Billy Leffler might use on Uncle Thomas next time that humorist gets to working well . . . it takes the form of a riddle, and goes thus: . . . "A southbound train out of Jacksonville on the A. C. L. is making eighty miles an hour . . . and a northbound train out of Sanford is making seventy-five miles an hour . . . how old am I?" . . . the answer is: . . . "You are 36 years old . . . "Why? . . . "well, I have a cousin eighteen, and he is just half crazy." . . . Wonder if Clay Binion will again be volunteer matron of honor to the Queen of Beauty at the Winter Haven show? . . . Sorry to have to miss the tenth anniversary meeting of the Growers and Shippers League of Florida at Orlando on the night of the 4th . . . but was tied up "courting." . . . that is doing a bit of jury service . . . It is sad to record the retirement of L. B. Skinner of Dunedin from the presidency of that organization . . . which he has held since its early beginnings . . . everyone knows, however, that only ill health of Mr. Skinner could induce him to relinquish the reins . . . that is the sad part of it . . . R. B. Woolfolk of the AFG becomes the new president . . . and will do the job well . . . Mr. Skinner was

voted honorary chairman of the board for life . . . Naturally enough J. Curtis Robinson will continue as the active head of the traffic organization . . . a better man couldn't be found . . . the traffic committee, the active steering agency of the League, now consists of L. D. Aulls, Tampa; J. R. Crenshaw, Orlando; C. A. Stewart, Frostproof; W. O. Nelson, Ocoee; W. C. Hutchinson, J. E. Wathan and Nell H. Whitner of Sanford . . . Well, well, Recovery seems to be well on the way . . . except in the matter of the quality of radio programs . . . Some stunt this new one of using the photo-electric cell to set machinery in motion, right uncanny . . . you enter a building and an automatic counter clicks on the wall . . . you've been enumerated by your shadow passing across a very intelligent photo-electric cell . . . but uncanniest of all are the doors which silently open as you get within about two feet of them and are just reaching out to grasp a handle . . . your shadow, or the heat from your body, has done the work . . . If you haven't experienced the sensation yet, try it on the front doors of Gentile Bros. new general offices on South Orange Avenue in Orlando . . . and see what happens.

Canadians average eating an egg every day, while in the United States the average is 240 eggs a year. Our friends to the North realize the energy and tissue building value of eggs as well as their richness in minerals and vitamins vital to our health.

Eggs, one our most valuable feeds, can be served every day in the year, and at any meal. They can be served in so many ways and combinations that there is no need of anybody ever becoming tired of them.

Spuds Johnson says that the wise farmer, instead of trying to wrest a living from his land, takes care of his land and helps it to produce a living and a profit for him.

Detailed Soil Analysis and Interpretations, Estimation of Plant Food Requirements and Soil Toxins.

\$2.50

SOIL LABORATORY  
Frostproof, Fla.

## PLANT TEMPLES FOR PROFIT



## TEMPLES PAY MORE

**75%** of all Temple trees sold by us during the past five years were bought by growers who were already growing Temples.

**90%** of all growers who bought Temple trees from us have answered inquiries with letters stating that Temple oranges have brought larger net returns than any other variety.

**100%** of all packing houses interviewed confirm the statement that all Temples shipped have sold for much more than average prices.

### The Public Always Will Pay More

*For Better Goods in Better  
Packages*

Temple oranges are a better product and they come in better packages. The package—the skin—is better because it's better looking, it's thinner and it comes off easier. The contents are better because the flesh is tender, free from rag, contains more juice and has a delicious, wine-like flavor that is peculiarly its own. The deep orange-red color and smooth texture of the skin create retail sales and the quality and flavor of the fruit itself insures insistent repeat orders from customers.

THIS YEAR, FOR THE FIRST TIME IN TEMPLE HISTORY, we have got enough Temple trees to justify us in selling them at no advance over the prices of the commoner varieties. We have them in all sizes up to and including two-year, budded on sour orange stock. BUT OUR STOCK IS NOT UNLIMITED SO WE SUGGEST PROMPT ACTION IN THE PLACING OF ORDERS OR RESERVATIONS. Your inquiry for price or further information is invited.

### IMPORTANT

The Temple is a copyrighted variety. Temple trees may be purchased legally and with the certainty of getting the genuine strain only from us.

ORLANDO  
13 E. Pine St.

*Glen Saint Mary*  
**Nurseries Co.**  
WINTER HAVEN, FLA.

313 1st Natl.  
Bank Bldg.  
TAMPA

# ADVERTISING CITRUS INDUSTRY BIG NEED, LYONS ASSERTS

(Continued from page 8)

whether you like it or not. In this connection, we must not think that we, the citrus growers of Florida, are God's "chosen people" and that all we have to do is to grow the fruit, put it in a box and announce to the world that we are ready and have them "beat a path to our door" and come and get it. We would probably effect a greater saving by holding our fruit. Whereas we would not get anything for it we would at least save the cost of packing it, and the freight charge to market. However to date we have been content to gamble with tremendous odds against us, the inevitable result being that we hear on every side the same story—"I received practically nothing for my crop."

Again I say—we are in competition with other commodities—and until the time arrives when we decide to meet this competition with a definite program for advertising the merits of our product—we are fighting a lost cause. Mr. Grower, it certainly is not my purpose to fill you full of sad news, but as stated before if we hear something that is bad about our business, even though we might not like it—we are still ahead if some plan is worked out that will return us more profit. The fact of the matter is that I must dismiss "profit" for the time being—I should say rather "cost of production" because in recent years, on the average, we have not even been receiving that. And OH!—I know a few are thinking—how people are going to buy our fruit when there has been no money-market—people have not had the money.

## Cites Tomato Growers

I dislike very much to advertise the merits of a competitive commodity—but to make my point it is necessary that I do so. If you will look back with me and follow me closely, you will recall that five years ago we hardly heard of a can of tomato juice—and the reason that I am singing this out is because here is a commodity that was really born during the "depression" and the result is that from a meagre output of 200,000 cases of canned tomato juice, I am informed that the pack this year will be between 7,000,444 and 8,000,000 cases. The reason for these millions of cases is because a very substantial amount has been added to each case to defray the cost of advertising and merchandising. So you see—you just do not know what you can do until you try, but here is an example of what has been accomplish-

ed and really from the description in the magazines and word of mouth sales talk of the salesmen promoting tomato juice—I did not realize that so many wonderful things could be said about a tomato and if you please—they will state that it is not an ordinary tomato, but a more "luscious" variety of tomato, that is developed through cultivation and research. With all due respects to tomato juice,—there are comparatively few ways you can use it compared with citrus.

You will probably ask—well what do we say about citrus? and I will answer my own question by reluctantly admitting that we say—nothing. About the same story can be told of canned pineapple juice as well as other drinks on the market today that have been exploited through merchandising—all of which enjoy a very profitable sale.

## What Can Be Done?

Now my friends—in conclusion I want to tell you what can be accomplished this year, right now, through educational advertising and merchandising of our Florida citrus fruit. To begin with there is no citrus fruit grown that has the same merits as that of Florida citrus. The health-value of citrus is unquestionable. The uses of citrus are many. The quality of our best grades of fruit is all that can be desired. In this manner have we taken care of the merits of our products. As stated the citrus industry is the largest in Florida and returns annually an average of \$50,000,000 gross back to the state, which supplies many thousands of people work. If you were in any other business and were talking about a \$50,000,000 institution that was national in scope, which had the merits that our product has and yet nothing was said of these merits—where would you expect this industry to get? An illustration of this fact is a traffic ordinance recently passed in Tampa whereby all four streets directions were marked "STOP", in this way a car was prevented from going North, East, South or West. Thus it seems to me that our industry has arrived at one of these "stop" streets—unable to make progress in any direction and going nowhere.

At the present moment there is a live money-market for our fruit and if the growers of this state will just try this program that we are attempting to inaugurate—that of educational advertising and merchandising our fruit—they will find that it will return to them several millions of dollars in profit that we will not receive otherwise. If the grower will

just once get a taste of participating in a program of creating "consumer demand" for his fruit the result will be that instead of anyone pleading with him for an appropriation of three cents a box for advertising and merchandising his fruit, he will say that if three cents did so much for our fruit let us put 10 cents a box up for this purpose.

## Must Have Advertising

The time is fast coming, whether you believe it or not, since the growing of fruit is so simple and the packing of fruit is more or less mechanical that the one thing left is to increase "consumer demand" by advertising. It is going to be your only hope and I do not know how soon that time will come, but I do know you can put it on your calendar pad that the fruit industry is never going to be profitable until we arrive at some decent advertising appropriation. This is not just because I say so, but we have other commodities on the market today that are just stealing our profits simply because we are not big enough to see the situation as it exists. In addition to the growers and shippers of the state I hope that I am addressing myself to the general business interests of the state, because all agree that it is a wonderful industry, that something should be done about it, but we have been sitting here 20 years to my knowledge and what has been done about it? The good Lord has been mighty kind to Florida, but I am in favor now since this is the day of "New Deals" of trying to do something for ourselves instead of letting someone else do it for us, and in my opinion there is no deal at the present moment in this country that quite compares to the citrus industry for profit to the grower and profit to the shipper, if we will just do something about creating some "consumer demand" for our fruit—and in the general scheme of things it behooves every business man and business interest in the State to get behind this advertising program and at least give it a trial. I know it will not fail—I know the results will be gratifying, and the reason that I say I know this is because of the commodities on the markets today that are enjoying a good sale and at a price that returns profit.

My good friends I have never been quite as sincere in any undertaking as I am at the present moment in that of trying to assist in putting over this appropriation for advertising. If you will try this plan one time it will prove profitable and I do trust that every grower will see to it and dis-

(Continued on page 25)



# NV

## SULPHATE OF POTASH

### is the QUALITY element



**THE NEW DEAL DEMANDS QUALITY!** The truth of this statement becomes more evident each day. The production of top-grade fruit is more important now than ever before. Growers who produce the best fruit will benefit most from better times.

It is well to remember this when you buy fertilizer. The quality of your fruit largely depends on the fertilizer you use. **NV Sulphate of Potash** is the quality-producing element in citrus fertilizer. For your spring application make sure you get fertilizer well-balanced with 10%

potash, derived from **NV Sulphate of Potash**.

It is important to start with a well-balanced fertilizer, because quality begins with the bloom. An unbalanced stimulant gives your trees a handicap that is hard to overcome later. Fertilizer well-balanced with **NV Sulphate of Potash** develops the proper growth and texture and finishes your fruit into the top-grade. **POTASH PAYS!**

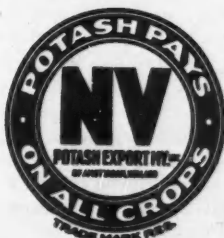
**N.V. POTASH EXPORT MY., INC.,** Hurt Bldg., Atlanta, Ga.

**J. L. Baskin, Representative, Box 1051, Orlando, Fla.**

**MAKE SURE YOUR FERTILIZER CONTAINS AT LEAST 10% POTASH**

**1** Citrus fruits remove from the soil more potash than both nitrogen and phosphoric acid combined.

**2** Nitrogen produces volume, phosphoric acid maturity, but potash adds the quality that gets the top price. All three are demanded in a well-balanced fertil-



izer to keep your grove producing regular crops of high-quality fruit.

**3** Potash is the quality-producing element in your citrus fertilizer. It develops smooth tissues, fine grain, heavy sugar content and causes your fruit to put on excellent finish. **POTASH PAYS!**

# This Year's Festival To Be All-Round Citrus Show

The Florida Orange Festival of 1934 to be held in Winter Haven, January 23rd to 27th will be an all around citrus show with representation from every branch of the industry, if President John F. May and his board of directors carry out their very elaborate plans.

"It never was the intention of the founders of the orange festival which has been held in this city every January for the past 10 years with two exceptions, that it should be an agricultural fair, as that term is generally understood," said Mr. May. "It always has been realized that the Florida fair, at Tampa; the Pinellas County fair, at Largo; the Central Fair, at Orlando; the Volusia County fair, at Deland; the Dade County fair, at Miami; the Marion County fair, at Ocala, and other winter fairs, held throughout the state, were ample to show the people of the state as well as winter visitors what the state is capable of producing from the soil, in a general way. There never was any idea of competing with those fairs."

"The idea, rather was to make it possible for the growers of citrus fruits to demonstrate what was being done in the way of developing Florida's greatest and most highly specialized industry and, with that in mind, the Florida Orange Festival was born. Through the intervening years it has adhered rather closely to the intent of its founders. The growers have been encouraged to exhibit their finest fruits and the shippers have joined with them in making displays which have drawn thousands of visitors each year.

"However, since the first festival was held many new factors have entered the field which were not thought of 10 years ago—the canners, the juice extractors, the manufacturers of candied and crystallized peel and fruits as well as marmalades and preserves, all of which are operating on a commercial scale and worthy of being given large space in any show of citrus fruits or citrus fruit production.

"For several seasons in the immediate past, space has been given, in a limited way, to citrus by-products. This season, however, while

making the displays of citrus fruits, in their natural state, better than ever, special attention will be given the processors with a view toward making the Florida Orange Festival of 1934 more thoroughly representative of the citrus industry as a whole, than ever before.

"The board of directors of the organization has given the matter much careful thought and as a result, the members have suggested to me that the processors—the canners, juice extractors and manufacturers of other citrus by-products, be contacted with a view toward inducing them to make exhibits at the forthcoming festival which will attract the attention of the thousands of visitors expected, particularly, the tourists."

"The central idea of the Florida Orange Festival, like that of Florida's participation in the world's fair at Chicago, last summer, is to widen the markets for Florida's products—in our case, Florida's citrus products either as fresh fruit or after being processed. The festival can and will do that if the leaders in every branch of the industry—growers, shippers and processors, will give us the co-operation we should have, in our efforts to make the festival an all around citrus show."

The amusement features of the festival have not been overlooked, according to President May. In addition to having the shows, rides and spectacles provided by one of the largest and most elaborately equipped carnival companies of America, General Manager Guthrie has booked a number of special attractions guaranteed to furnish thrills aplenty. Besides, there will be two nights of light opera by the Thaliens made up of some of the finest voices of the state as principals and as members of the large chorus. The management has caused to be erected on the shores of Lake Silver, within the festival grounds, a large stage in the center of a half circle amphitheater with seats for 2500 spectators. From this stage the Thaliens will present the Gondoliers, at 8 o'clock, the night of Tuesday, January 23rd, — the opening night.

The event of Wednesday night, January 24th, will be the crowning

of the Queen of the Festival and the installation of her royal court, with brilliant ceremony, in which more than 100 young ladies will take part as dancers, pages, etc.

Thursday night, January 25th, will be given over to a musical festival and band concert. There will be approximately 200 voices in the chorus, under the direction of L. H. Meredith, the eminent composer and conductor, who is spending the winter in Clearwater and who is giving much time to the training of the young men and women who will participate in this event.

Friday night, January 26th, will see the Thaliens again on the festival stage in the presentation of Gilbert and Sullivan's well known opera, The Pirates of Penzance.

Saturday, night, January 27th — the closing night of the festival will be devoted to a presentation from the stage of all the acts which have been given on the grounds during the week, in a hippodrome.

One of the attractions of the week, in an entertainment way will be the two daily concerts to be given by Chief Shee-Noo, Florida's Indian tenor who was such an attraction in concert over the radio on the programs rendered at the Florida Building at the World's Fair in Chicago, last summer.

## ORANGE BAVARIAN CREAM

The ingredients needed are 1 1-2 cupfuls orange juice and pulp, 2 tablespoonfuls gelatin, 1-2 cupful cold water 1-2 cupful boiling water, 1 cup sugar, 4 to 5 teaspoonfuls lemon juice, 3 egg whites, 1-4 teaspoonful salt, 1 pint cream, whipped.

Soak the gelatin in the cold water for 5 minutes, add the boiling water and sugar and stir until dissolved. Add the lemon and orange juice and pulp, chill until partially set, and beat until foamy. Beat the whites of the eggs with the salt until stiff, and fold into the gelatin mixture. Then fold in the whipped cream, pour onto a wet mold, and put into a cold place until firm. Turn out onto a platter, and garnish with orange sections.

*Red spiders*  
January, 1934

## ZINC SULPHATE IN SPIDER CONTROL

Excerpt from "OBSERVATIONS ON THE USE OF ZINC SULFATE IN CITRUS GROVES," from CITRUS LEAVES, published in Redlands, California. Article by H. L. Thomason, in the December, 1933, number.

Zinc sulphate has been added also to lime sulphur spray and supplied as a red spider control. This mixture has been used on considerable acreage during the last season with quite satisfactory results and is recommended for use in the interior for thrips control. The zinc sulphate seems to reduce the initial activity of lime sulphur, and prolong its effectiveness as a spider control enough to kill a good many of the young spiders which emerge from eggs laid just prior to the date of spraying.

It seems reasonable to hope that zinc sulphate can be worked into the pest control program and perhaps perform various functions; that of an insecticide, control of brown rot, and to correct, to a certain extent at least, "little leaf."

The work is not yet out of the experimental stage. Last year caused serious burning, even though extreme care was used. There is much yet to learn of the material, and evidence does not yet warrant wholesale application. There are several cases where there has been no benefit, but there is ample justification for hope that we have found a very beneficial treatment for one of our worst citrus problems.

*Citrus Growers League, Fla.*

## COARSEY NEW HEAD OF GROWERS LEAGUE

W. B. Coarsey of Tampa, was elected president of the Florida Citrus Growers League at a meeting of the board of directors held in Orlando Friday, January 19. He succeeds H. G. Miller of Orlando, who could no longer serve because business took him out of the state. H. C. Babcock president of the Orlando Chamber of Commerce was named to the board of directors to fill the place vacated by Miller.

The meeting was presided over by Dr. G. H. Albright of Wiersdale, the

## THE CITRUS INDUSTRY

vice president, with C. B. Reeves of Winter Haven, as secretary. Members of the board present included W. C. Klingensmith, of Titusville; Dr. Albright; Mrs. Babcock, Frank Kay Anderson, Altamonte Springs; Mr. Coarsey; and Guy Maxcy, Sebring.

Others attending were Judge W. K. Whitfield, Orlando, vice president in charge of taxation and legislation; F. W. Butler, Winter Haven, vice president in charge of membership and extension; F. J. Senn, Winter Haven, chairman of the executive committee; A. H. Pickard, Orlando; T. A. Currie, Winter Haven, and Chauncey Moyer, Orlando, chairman of the Orange county unit.

In writing advertisers please mention The Citrus Industry.

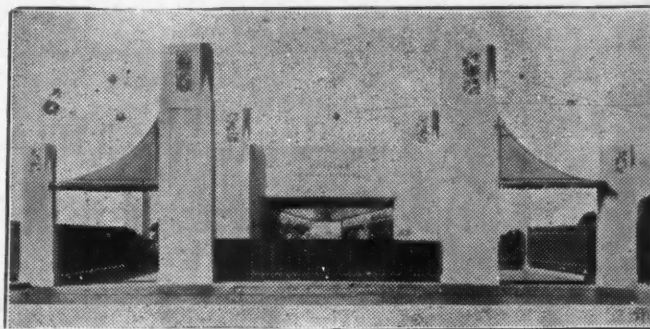
Twenty-Three

## FOURTEEN YEARS OLD

The Citrus Industry with this issue enters its fifteenth year of publication, under the same ownership and the same management which established the publication in January, 1920. It is still strong in the faith that Florida citrus fruit is nature's greatest gift to mankind.

Some farm relief may be had for next year by using the winter fire-side for reading and studying about better farming.

A farm inventory is the simplest and most useful record a farmer can have, for the time required.



## The Sixth Annual Florida Orange Festival AT WINTER HAVEN, JAN. 23, 24, 25 26 AND 27

Invites you to witness the Greatest Display of Citrus Fruit and Allied Products in the history of Florida. A full program of entertainment is assured for the five days, and every phase of the Citrus Industry will be stressed each day of the Festival. The program includes:

- Tuesday, Jan. 23—School Children's Day
- Wednesday, Jan. 24—Citrus Growers' Day with addresses by prominent leaders
- Thursday, Jan. 25—Tourists' Day with special program
- Friday, Jan. 26—Governor's Day with Governor Sholtz guest of honor
- Saturday, Jan. 27—American Legion Day.

## MEET YOUR FRIENDS AT THE FLORIDA ORANGE FESTIVAL



**CITRUS FRUITS UNDER  
THE NEW DEAL**  
(Continued from page 9)

tained major importance in agriculture.

Spanish explorers brought oranges to the new world with them. Trees that had grown from seeds scattered on their expeditions were bearing at the time the first settlers came to Florida. By about 1,600 the citrus fruits were commonly found in portions of that state, over large areas of the West Indies and at points in Brazil. California also owes orange culture to Spain, by way of Mexico, but the records indicate that the fruit first reached the Pacific coast state during the latter 1,700's, long after Florida had it.

Groves of uncultivated oranges, even now to be seen in some sections of Florida, came from the seeds scattered by the early Spaniards. Con-

**THE CITRUS INDUSTRY**

sisting of both the sour and the sweet varieties, these colonies of wild seedlings have caused the popular misconception that oranges are native fruits. While it is known, by the way, that grapefruit also originated in the southeast Asiatic territory, authorities differ as to whether they arrived in Florida from Europe when oranges did, or were later brought across the seas by vessels plying between the East and West Indies.

In the picturesque history of citrus fruits, the part played by the distributing tradesmen ever has been significant. Commerce in oranges seems initially to have consisted of cargoes carried along the coasts of Asia by the primitive water transportation of long, long ago. Then the fruit began to be delivered to the interior by means of other vessels that traversed the principal rivers flowing in or by the sections where

production was found. Still later the distribution was taken into the far places of the then known world, by the trade caravans which moved across thousands of miles of desert areas and over the fastnesses of mighty mountains.

Years upon years were required for the round trips of some of these caravans. Families of large size joined with neighbor families in conducting them. Patriarchs died and were buried as they moved on, men and women married and were given in marriage and children were born. A new generation from that which directed it when taken out frequently was in charge of a caravan at the time of the return. Tradition has it that the years in the life of Christ, for which no dependable record ever has been discovered, were spent with one of these trade caravans, traveling from Judea into the Far East.

When You Visit TAMPA

We Invite You to Live at

# Hotel Hillsboro

Largest Hotel — Largest Rooms — Largest Windows  
Fire-Proof — Steam Heat

NEAREST TO EVERYTHING

"TOP O' THE TOWN" Dining Room

SINGLE  
\$2.00 to \$4.00  
DOUBLE  
\$3.00 to \$5.00

Coffee Shop Cafeteria

QUALITY FOOD AT REASONABLE PRICES

C. J. JACKSON, Manager.

Trutly, the story of citrus fruits is a richly romantic one.

Over-production apparently has been feared, at intervals, throughout the history of citrus. In an old Chinese book, written about eight hundred years ago, the author gave directions for removing oranges from the trees, that largely would apply today in an up-to-date grove here, and told how the fruit must be kept away from the fumes of liquid, since these would cause decay. Orange pickers must not be allowed to drink while at work, the Chinese writer pointed out, if sound specimens were desired. In contemporary agricultural literature were contained essays on the need for curtailing the output, we are told, in order to protect and preserve the industry. So for some eight centuries at least, the dangers of over-production have been bemoaned.

In the intervening years, nevertheless, the output has been doubled, over and over again, but somehow most of it has been consumed. Vast new areas have been brought into cultivation, in almost every subtropical and tropical country, yet population also has increased often in even faster ratios than the growth in citrus production. Folks have been found to eat about as many oranges and like fruits as could be turned out from the enlarged grove and orchard plantings. Countries like Spain, raising enormous quantities, have managed to maintain outlets for most of  
(Continued on page 26)

#### ADVERTISING CITRUS INDUSTRY BIG NEED, LYONS ASSERTS (Continued from page 20)

cuss this situation with the marketing agency that markets his fruit and and try to prevail upon them to sign up for this appropriation of three cents a box, and in this connection we sources, which will be a donation to are hopeful of soliciting outside the grower of at least two cents a box, making the total appropriation five cents a box for advertising the balance of the citrus crop this year.

If you who have listened and agree with me, I would appreciate indeed a wire or a letter of expression to my office in Tampa. You may address it to Joe Lyons, Tampa, Fla. I want to thank you for your indulgence and I do hope that this Committee will be rewarded by your expression of confidence as to what is needed and if we can have that we have at least anticipated this advertising program to the extent that we can get ready in one week and results should be immediate.

## Have You Eaten Lately? AT THE Hotel Thomas Jefferson TAMPA, FLORIDA

If not, you have little idea as to how greatly the dining room and restaurant service has been improved. Delicious foods, excellently cooked, appetizingly served. Fresh Florida fruits and vegetables in liberal variety, other products exclusively of the best quality. Expert chefs, courteous waitresses and management supervision.

**Breakfasts, 20 to 50 cents. Luncheons and dinners, 50 cents, 65 cents and \$1. A la carte equally reasonable. American and Oriental dishes. Chop Seuy a specialty.**

**ONLY TWO DOLLARS A DAY FOR  
A SUPERB ROOM WITH  
PRIVATE BATH**

**Other rooms as low as \$1.50 per day.  
Larger ones slightly higher**

**All rooms clean, comfortable and well furnished.  
Entire house rehabilitated in past few months.**

**Hotel Thomas Jefferson**  
J. C. CALLAHAN, Manager  
TAMPA, FLORIDA

FRANKLIN STREET AT WASHINGTON

*Nearest to Bay of Downtown Hotels*



# CITRUS FRUITS UNDER THE NEW DEAL

(Continued from Page 25)

their fruit, despite the competition of the regions newer to the culture of citrus, etc., have attained a permanent place in the food supplies of the nations.

Meanwhile one might easily calculate the enormous losses to the trade through continued depression of prices and profits which by more generous efforts could easily have accrued to all. In heavy producing years, an increased volume at lower unit profit — in years of scant production, greater profits — but every year a substantial business with good profits, such coordination would, of course, be ideal.

## Citrus Record of the United States

In the United States, where citrus fruits unquestionably have achieved the highest development, the increase in production has been noteworthy, especially in the past few decades. Yet the enlarged output mostly has been consumed.

Troubles of the citrus industry in this country chiefly have been brought about by the failure of the distributing system to function in harmony with the capacity of the groves to produce and of the buying public to consume.

The supreme opportunity that the trade now has presented to it, for the correction of the conditions conspiring to create the existing situation, has been born of the lack of the past performance in keeping abreast with the changing aspects of citrus production and consumption.

When the Florida Citrus Exchange, with which growers' organization I am officially associated, was formed, twenty-five years ago, the entire output of citrus in the United States was less than twenty million boxes a season. In recent years the normal crop has been close to sixty million boxes annually.

Incidentally, the modern era of citrus in this country really began with the entry into the picture of cooperative sale agencies. Forgotten more or less has been the early history of the movement, which had its inception in Florida, previous to the destructive freezes of 1894 and 1895. Later, and while our state was recovering from the damage, California organized and still later cooperation again was revived in Florida.

Gains of more than two hundred per cent in production, recorded in less than a quarter of a century, at first that seem to justify the feeling that citrus growing may have been overdone. Impressions to this effect

are multiplied when it is remembered that the population increase during the same period was but about thirty-three-and-one-third per cent. The ratio between growth in citrus output and growth in people was nearly seven to one.

Fears that we are turning out more grapefruit, oranges and so on than can be absorbed in the currents of commerce and consumption begin to vanish, however, as the statistics are intensively analyzed. A crop of sixty million boxes furnishes only one box to every two persons of the one hundred and twenty million population. If the average was a box a year per capita use of the fruits is wholly within the range of possibility.

Surveys have indicated that grapefruit and oranges are eaten in only about one home out of every ten. They regularly are consumed in not more than one family of each twenty-five. Maximum consumption, assured by use at every meal, in drinks, desserts, pastry and salads, is found in less than one household out of every hundred. With economic conditions relatively normal, it is estimated that in each class the percentage could be doubled, by aggressive and continued endeavor, including advertising, demonstrating and merchandising.

Food and health values in citrus have been recognized in the past few years on a scale never before equalled either in respect to oranges and to grapefruit or with reference to other fruits. The significance of this fact is beyond calculation, in any attempt to appraise the potentialities of the industry. In the discoveries of scientists showing the vitamin and calcium content, in the experience of dieticians and health authorities indicating the worth of these elements and in the results following the widespread use of the fruits for building strength and preventing sickness, is the background of hope for the growers and of opportunity for the trade.

Wise men of China and the East may have known all about the good that oranges and kindred fruits bring to those who eat them. That they had this knowledge and put it into circulation appears to be a reasonable conclusion. Dissemination of the facts, however, hardly was on a scale commensurate with the way in which the modern version has been conveyed to the consuming public. Through the centuries intervening between the lore of the ancient peoples among whom citrus originated and the period when the virtues of the fruits were disclosed anew by research, the ever increasing use of the orange may have been more for traditional rea-

sons that otherwise. In the end, nevertheless, the results were to the benefit of mankind, hence the citrus industry endured and expanded.

If the culture, the distribution and the sale of grapefruit and oranges can be efficiently reorganized, and placed on a par in all essential features with the handling of fabricated foods, apprehension as to over production and concern as to legitimate profits both will vanish into thin air.

## Wherein Is Found Trade Opportunity

Overproduction and underconsumption, frequently in turn assigned as the causes for the difficulties of the citrus industry, really have been far less to blame than inefficiency in distribution and sales.

Growers primarily have been at fault, of course, because they refused to regulate shipments and standardize product, by cooperative action. They have been remiss, too, with respect to educational endeavor among consumers.

Responsibility almost equally as great rests upon the trade, notwithstanding. Content apparently to serve in the main as a means for clearing orders, only in exceptional cases has it undertaken more constructive work.

Dealers who maintain and operate merchandising divisions that sell citrus fruits are few and far between, it must be admitted. Examples of firms that actually render sales service are bright and shining lights, clearly illuminating the practicability of the idea.

Compare, if you will, the effort required when a standard line of manufactured foods is handled, with that usually allotted to citrus! Calculate, if you can, the volume of fruit that would move if every dealer was under obligation to push citrus as Chevrolet automobile agents must push motor cars.

(Lack of space prevents use of this article in its entirety. Summarizing, however, an urgent plea for the establishment of a real merchandising service to citrus growers is urged. Attention is called to the fact that the trade has been doing something along this line already, but it is pointed out that there is need for coordination between both the producers and the trade. "Opportunity challenges the trade, let it be repeated and reiterated, and the challenge will be met, if the confidence in the trade held by this speaker is justified."

"New occasions teach new duties,  
Time makes ancient good uncouth  
They must ever on and upward,  
Who would keep abreast of truth."